

ORDER



Orders
Order / Rev: 706295
Alt Order #: 06276410
Product Desc: 60 + ASSOC SENATE
Estimate: 1223
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 08/14/12 / 08/14/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: 60 Plus Association
Demographic: A35+
Product Codes: IS-Issue/Non Ballot,IS-Candidate/US
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	5	\$6,350.00	\$5,397.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	5	\$6,350.00	\$5,397.50	0.00
Totals	5	\$6,350.00	\$5,397.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	20%	\$6,350.00
Market	100%	\$31,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	51%	\$16,192.50
WJW	7%	\$2,222.50
WOIO	22%	\$6,985.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/15/12	08/17/12	M-F 7-9a Today Show	CM	7a-9a	--W-F--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W-F--			2			\$1,000.00		0.00			
E 2	WKYC	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S			1			\$850.00		0.00			
E 3	WKYC	08/19/12	08/19/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S			1			\$2,500.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	08/19/12	08/19/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
E 4	WKYC	08/21/12	08/21/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/20/12		08/20/12	08/26/12	-T-----	1		\$1,000.00		0.00						
													Totals	5	\$6,350.00